

Rep Order# 6849105
Ver# 1
Status New
EC'd Yes

Traffic Order#

Printed: 09/04/2012 11:59 AM
Last Received: 09/04/2012 11:39 AM
Showing Buylines: All Lines

1 of 5

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---												
SC=*												
Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		----- Buyline Comment: NEWS	10/02-10/05	4 \$75.00	:30	4	1	TU-F	5A-6A	\$300.00	4	---
2		Buyline Comment: NEWS	10/08-10/08	4 \$75.00	:30	1	1	M	5A-6A	\$75.00	1	
3		Buyline Comment: NEWS	10/02-10/05	4 \$125.00	:30	4	1	TU-F	6A-7A	\$500.00	4	
4		Buyline Comment: NEWS	10/08-10/08	4 \$125.00	:30	1	1	M	6A-7A	\$125.00	1	
5		Buyline Comment: EARLY	10/02-10/05	3 \$150.00	:30	4	1	TU-F	7A-9A	\$600.00	4	
6		Buyline Comment: EARLY	10/08-10/08	3 \$150.00	:30	1	1	M	7A-9A	\$150.00	1	
7		Buyline Comment: TP1R	10/02-10/05	3 \$300.00	:30	4	1	TU-F	11A-12P	\$1,200.00	4	
8		Buyline Comment: TP1R	10/08-10/08	3 \$300.00	:30	1	1	M	11A-12P	\$300.00	1	
9		Buyline Comment: NEWS	10/02-10/05	3 \$275.00	:30	4	1	TU-F	12P-1230P	\$1,100.00	4	
10		Buyline Comment: NEWS	10/08-10/08	3 \$275.00	:30	1	1	M	12P-1230P	\$275.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
11		Buyline Comment: SOAPS	10/02-10/05	\$175.00 3	:30	4	1	TU-F	1230P-2P	\$700.00	4	
12		Buyline Comment: SOAPS	10/08-10/08	\$175.00 3	:30	1	1	M	1230P-2P	\$175.00	1	
13		Buyline Comment: TALK	10/02-10/05	\$125.00 4	:30	4	1	TU-F	2P-3P	\$500.00	4	
14		Buyline Comment: TALK	10/08-10/08	\$125.00 4	:30	1	1	M	2P-3P	\$125.00	1	
15		Buyline Comment: PHIL	10/02-10/05	\$175.00 3	:30	4	1	TU-F	3P-4P	\$700.00	4	
16		Buyline Comment: PHIL	10/08-10/08	\$175.00 3	:30	1	1	M	3P-4P	\$175.00	1	
17		Buyline Comment: NEWS	10/02-10/05	\$275.00 3	:30	4	1	TU-F	4P-430P	\$1,100.00	4	
18		Buyline Comment: NEWS	10/08-10/08	\$275.00 3	:30	1	1	M	4P-430P	\$275.00	1	
19		Buyline Comment: NEWS	10/02-10/05	\$275.00 3	:30	4	1	TU-F	430P-5P	\$1,100.00	4	
20		Buyline Comment: NEWS	10/08-10/08	\$275.00 3	:30	1	1	M	430P-5P	\$275.00	1	
21		Buyline Comment: NEWS	10/02-10/05	\$1,000.00 2	:30	4	1	TU-F	5P-530P	\$4,000.00	4	

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In	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
22		----- Buyline Comment: NEWS	10/08-10/08	\$1,000.00	:30	1	1	M	5P-530P	\$1,000.00	1	---
23		Buyline Comment: NEWS	10/02-10/05	\$500.00	:30	4	1	TU-F	530P-6P	\$2,000.00	4	
24		Buyline Comment: NEWS	10/08-10/08	\$500.00	:30	1	1	M	530P-6P	\$500.00	1	
25		Buyline Comment: LETTERMAN	10/02-10/05	\$275.00	:30	4	1	TU-F	1035P-1135P	\$1,100.00	4	
26		Buyline Comment: LETTERMAN	10/08-10/08	\$275.00	:30	1	1	M	1035P-1135P	\$275.00	1	
27		Buyline Comment: LATE LATE	10/02-10/05	\$75.00	:30	4	1	TU-F	1137P-1237A	\$300.00	4	
28		Buyline Comment: LATE LATE	10/08-10/08	\$75.00	:30	1	1	M	1137P-1237A	\$75.00	1	
29		Buyline Comment: NEWS	10/02-10/05	\$1,100.00	:30	4	1	TU-F	10P-1035P	\$4,400.00	4	
30		Buyline Comment: NEWS	10/08-10/08	\$1,100.00	:30	1	1	M	10P-1035P	\$1,100.00	1	
31		Buyline Comment: JEOP	10/02-10/05	\$700.00	:30	4	1	TU-F	6P-630P	\$2,800.00	4	
32		Buyline Comment: JEOP	10/08-10/08	\$700.00	:30	1	1	M	6P-630P	\$700.00	1	

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33		Buyline Comment: WHEEL	10/02-10/05	\$850.00 3	:30	4	1	TU-F	630P-7P	\$3,400.00	4	
34		Buyline Comment: WHEEL	10/08-10/08	\$850.00 3	:30	1	1	M	630P-7P	\$850.00	1	
35		Buyline Comment: CTIME	10/06-10/06	\$400.00 4	:30	1	1	SA	7P-8P	\$400.00	1	
36		Buyline Comment: NEWS	10/07-10/07	\$100.00 4	:30	2	1	SU	7A-8A	\$200.00	2	
37		Buyline Comment: CBS SUN MORN	10/07-10/07	\$400.00 3	:30	2	1	SU	8A-930A	\$800.00	2	
38		Buyline Comment: 60 MIN	10/07-10/07	\$3,000.00 3	:30	1	1	SU	6P-7P	\$3,000.00	1	
39		Buyline Comment: NCIS	10/02-10/02	\$2,000.00 3	:30	1	1	TU	7P-8P	\$2,000.00	1	
40		Buyline Comment: NCIS LA	10/02-10/02	\$2,000.00 3	:30	1	1	TU	8P-9P	\$2,000.00	1	
41		Buyline Comment: MENTALIST	10/07-10/07	\$2,100.00 3	:30	1	1	SU	9P-10P	\$2,100.00	1	
42		Buyline Comment: SUN NEWS	10/07-10/07	\$700.00 4	:30	1	1	SU	10P-1035P	\$700.00	1	
43		Buyline Comment: SAT NEWS	10/06-10/06	\$450.00 4	:30	1	1	SA	10P-1035P	\$450.00	1	

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---REPORT TOTALS---
Report Totals: 96 / \$43,900.00

---SALES MONTHLY TOTALS---
Oct 12: 96 / \$43,900.00
Sales Totals: 96 / \$43,900.00
Station Totals: 96 / \$43,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$156,786
CABL 0% KASA 14% KASY 1% KBIM 0% KOAT 36%
KOB 20% KRQE 28% KWBQ 1%

---COMPETITIVE COMMENTS---
SHARE EST

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE